




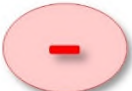


Metrics Report  
March 2015

## INTRODUCTION

*plaNorfolk2030*, Norfolk’s comprehensive plan adopted on March 26, 2013, includes 102 separate metrics spread across its 13 chapters. The plan includes metrics as a method of measuring success at achieving its goals. It is organized into chapters, each with one or more goals. Each goal has one or more outcomes, defining what success would look like for that goal. Each outcome has one or more metrics, which measure progress towards achieving the goal to which it is assigned. Within each outcome are also a series of actions, which represent the specific steps necessary to realize each outcome and achieve each goal.

The City Planning Commission committed to reviewing the status of metrics every two years following the 2013 adoption of *plaNorfolk2030*. This is the first two-year metrics analysis and it is paired with an implementation analysis (*Implementation Status March 2015* under separate cover). The metrics and implementation status reports are summarized in the *Implementation and Metrics Evaluation March 2015* (under separate cover). Together, these products will allow the City Planning Commission and staff to better evaluate the effectiveness of *plaNorfolk2030* implementation and highlight any areas that need attention or modification.

This report provides the raw numbers for each of the 102 metrics and applies a score for each based on the metrics performance as follows:

Symbol	Metric Performance Score
	Making Progress
	Lacking Progress or Negative
	Unclear
	No Data

These scores will be paired with the plan status to better evaluate progress and the need for any changes to metrics or actions. Following are the metrics for each chapter of *plaNorfolk2030*, excluding “Chapter 1. Vision and Introduction” which has no metrics.

## CHAPTER 2: IDENTIFYING LAND USE STRATEGIES

**Land Use Goal 1. Ensure that the type and quality of land uses will complement or enhance the community's physical characteristics.**

**Outcome LU1.1. Future land use map and categories that respect neighborhood characteristics and meet the demand for each type of use.**

*No metrics.*

**Outcome LU1.2. Development regulations and practices that support a quality built and natural environment.**

### METRIC LU1.2A:

#### CHANGE IN LINEAR FEET OF UNBUFFERED LOWER INTENSITY RESIDENTIAL LAND AND MORE INTENSE LAND USES

Source: City of Norfolk Department of City Planning

Year	Linear Feet of Unbuffered Boundaries Between Low Density Residential and Industrial Land Uses	Percent Change
2009*	26,288	n/a
2014	25,200	-4.3%

\*Data collected every five years based on updates to the existing land use file.



### METRIC LU1.2B:

#### PERCENT OF DEVELOPMENT WITHIN AREAS WITH DESIGN GUIDELINE MANDATES THAT COMPLY WITH DESIGN REGULATIONS

Source: City of Norfolk Department of City Planning

Year	Local Historic Districts			Narrow Lots		
	Permits	Appropriate	Percent Appropriate	Permits	Appropriate	Percent Appropriate
2012	2	2	100.0%	13	12	92.3%
2013	4	4	100.0%	19	19	100.0%
2014	2	2	100.0%	12	12	100.0%



**METRIC LU1.2C:****PERCENT OF LAND AREA WITHIN NOISE CONTOURS AND ACCIDENT POTENTIAL ZONES (APZs) THAT COMPLIES WITH LAND USE COMPATIBILITY AS DEFINED IN THE 2005 HAMPTON ROADS JOINT LAND USE STUDY**

Source: City of Norfolk Department of City Planning

Year	Noise Zones	Accident Potential Zones
2009*	75.0%	71.4%
2014	77.8%	73.2%

\*Data collected every five years based on updates to the existing land use file.

**METRIC LU1.2D:****PERCENT OF PROPERTIES IN FLOOD ZONES THAT DO NOT RECEIVE A VARIANCE TO WAIVE REQUIREMENTS RELATED TO FLOOD PROTECTION**

Source: City of Norfolk Department of City Planning

Year	Residential Building Permits in Flood Zones	Number of Permits Without Variance	Percent
2011	34	33	97.1%
2012	52	52	100.0%
2013	19	19	100.0%
2014	81	81	100.0%

\*new construction only



## CHAPTER 3: CREATING AND MAINTAINING HEALTHY AND VIBRANT NEIGHBORHOODS

**Neighborhoods Goal 1. Enable neighborhood residents to take ownership of their neighborhoods.**

**Outcome N1.1. Enhanced resident and civic organization capacity to shape their communities.**

### **METRIC N1.1A:**

#### **PERCENT CHANGE IN ACTIVITY AND PARTICIPATION IN CIVIC ORGANIZATIONS**

Source: City of Norfolk Department of Communications and Technology

Year	Registered Civic Organizations	Percent Change
2012	133	n/a
2014	128	-3.8%



### **METRIC N1.1B:**

#### **PERCENT CHANGE IN PARTICIPATION IN NEIGHBORS BUILDING NEIGHBORHOODS ACADEMY**

Source: City of Norfolk Department of Neighborhood Development



Program has been partially initiated, though undergoing changes. Data collection not complete.

## Neighborhoods Goal 2. Enhance the vitality of Norfolk's neighborhoods.

### Outcome N2.1. Improved maintenance of private property.

#### METRIC N2.1A:

#### PERCENT OF PROPERTY MAINTENANCE VIOLATIONS INVESTIGATED WITHIN 72 HOURS\*

Source: City of Norfolk Department of Neighborhood Development



Year	Number of Initial Inspections	Number of Inspections Reaching Goal	Percent of Inspections Reaching Goal (described below)	Percent Change in Number of Inspections Reaching Goal
2010	13,315	6,838	51.4%	n/a
2011	15,762	6,819	43.3%	-15.8%
2012	17,787	15,358	86.3%	+99.3%
2013	18,307	16,083	87.9%	+1.8%
2014	16,490	15,124	91.7%	+4.4%

\*Number reflects percentage of the time that the Department's goal of responding within 72 hours.

#### METRIC N2.1B:

#### PERCENT OF HOUSES SHOWING IMPROVED CONDITIONS (IN CONSERVATION AREAS AND SPECIAL SERVICE DISTRICTS)

Source: City of Norfolk Department of Development and American Community Survey



Year	Total Number of Residential Building Permits in Conservation Areas and Special Service Districts	Total Housing Units in Conservation Areas and Special Service Districts*	Percent of Homes With Investment
2012	396	36,247	1.1%
2013	300	36,247	0.8%
2014	455	36,247	1.3%

\*Using 2010 ACS block data

**METRIC N2.1C:****PERCENT CHANGE IN AVERAGE PROPERTY VALUES (BY FISCAL YEAR)**

Source: City of Norfolk Real Estate Assessor



Year	Assessment (in millions)	Percent Change
2010	\$18,474.65	n/a
2011	\$17,837.07	-3.5%
2012	\$17,461.12	-2.1%
2013	\$17,557.20	+0.6%
2014	\$17,806.24	+1.4%

**Outcome N2.2. Improved maintenance of public property and infrastructure.****METRIC N2.2A:****PARTICIPATION IN ADOPT-A-SPOT PROGRAMS**

Source: City of Norfolk Department of Public Works, Keep Norfolk Beautiful



Year	Number of Groups	Percent Change
2010	82	n/a
2011	97	+18.3%
2012	132	+36.1%
2013	136	+3.0%
2014	145	+6.6%

**METRIC N2.2B:****PERCENT OF THE CITY MEETING IES LIGHTING STANDARD (BY FISCAL YEAR)**

Source: City of Norfolk Department of Public Works



Year	Residential Street Lighting	Percent Change	Arterial Street Lighting	Percent Change
2010	76%	n/a	100%	n/a
2011	76%	0.0%	100%	0.0%
2012	76%	0.0%	100%	0.0%
2013	76%	0.0%	100%	0.0%

## Outcome N2.3. Strong and safe neighborhoods and neighborhood residents.

### METRIC N2.3A:

#### PERCENT CHANGE IN PROPERTY AND VIOLENT CRIME RATES

Source: FBI Uniform Crime Reports



Year	Violent Crimes per 1000 Residents	Percent Change	Property Crimes per 1000 Residents	Percent Change
2010	6.17	n/a	56.21	n/a
2011	5.80	-6.1%	49.89	-11.2%
2012	5.43	-6.3%	46.44	-6.9%
2013	5.73	+5.6%	43.72	-5.9%

### METRIC N2.3B:

#### PERCENT CHANGE IN THE NUMBER OF NEIGHBORHOODS PARTICIPATING IN NEIGHBORHOOD WATCH OR BUSINESS WATCH PROGRAMS

Source: Norfolk Police Department



Year	Neighborhoods Participating	Percent Change	Businesses Participating	Percent Change
2010	30	n/a	175	n/a
2011	31	+3.3%	332	+89.7%
2012	46	+48.4%	498	+50.0%
2013	55	+19.6%	557	+11.8%
2014	56	+1.8%	450	-19.2%

**Outcome N2.4. Neighborhoods of choice that embrace people from a diversity of incomes and ethnicities.**

**METRIC N2.4A:**

**PERCENT OF POPULATION RESIDING IN RACIALLY- OR POVERTY-CONCENTRATED CENSUS TRACTS\***



Source: Norfolk Department of City Planning and American Community Survey

Year	Percent of Population in Racially-Concentrated Census Tracts	Percent of Population in Poverty-Concentrated Census Tracts
2010	75.2%	13.9%
2011	77.5%	14.9%
2012	75.7%	12.9%
2013	76.5%	12.8%

*\*Racially-concentrated defined as census tracts where the percentage of a specific racial group is 10 percentage points higher than in the City average for that racial group. Poverty concentrated is defined as census tracts where the percentage of people at or below the poverty level is 10 percentage points higher than in the City average.*

**Neighborhoods Goal 3. Enhance neighborhood character, design, and visual identity.**

**Outcome N3.1. Neighborhoods with a well-defined sense of identity that reflects their history, architecture, and physical environment.**

**METRIC N3.1A:**

**PERCENT OF DEVELOPMENT WITHIN AREAS WITH DESIGN GUIDELINE MANDATES THAT COMPLY WITH DESIGN REGULATIONS**

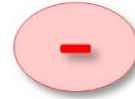


Source: City of Norfolk Department of City Planning

Year	Local Historic Districts			Narrow Lots		
	Permits	Appropriate	Percent Appropriate	Permits	Appropriate	Percent Appropriate
2012	2	2	100.0%	13	12	92.3%
2013	4	4	100.0%	19	19	100.0%
2014	2	2	100.0%	12	12	100.0%

**METRIC N3.1B:****PERCENT OF DEVELOPABLE VACANT LOTS IN LOCAL AND NATIONAL HISTORIC DISTRICTS SUBSEQUENTLY DEVELOPED WITH APPROPRIATE BUILDINGS**

Source: City of Norfolk Department of City Planning; City of Norfolk Department of Development



Year	Local Historic Districts			National Register Historic Districts		
	Permits	Appropriate	Percent Appropriate	Permits	Appropriate	Percent Appropriate
2012	2	2	100%	12	2	16.7%
2013	4	4	100%	15	4	26.7%
2014	2	2	100%	13	3	23.1%

**Neighborhoods Goal 4. Implement an area planning policy.****Outcome N4.1. Plans are focused on areas experiencing or in need of change.****METRIC N4.1A:****PERCENT OF PLANS DEVELOPED\* IN AREAS THAT MEET CRITERIA AS DEFINED**

Source: City of Norfolk Department of City Planning



Year	Plans Developed	Plans Meeting Criteria	Percent Meeting Criteria
2012	0	0	n/a
2013	0	0	n/a
2014	0	0	n/a

\*Counted at the point of adoption/acceptance/etc.

## CHAPTER 4: PROVIDING TRANSPORTATION OPTIONS

**Transportation Goal 1. Connect residents and visitors with business, employment, shopping, educational, and activity centers through a safe and efficient multi-modal regional transportation system.**

**Outcome T1.1. A street and highway system that allows people and goods to be moved safely, conveniently, and efficiently.**

### METRIC T1.1A:

#### PERCENT OF THE ROAD NETWORK\* OPERATING AT A LEVEL OF SERVICE OF E OR BETTER

Source: Hampton Roads Transportation Planning Organization

Year	Miles of Road	Miles at LOS E or Better	Percent at LOS E or Better
2010	118.92	112.63	94.7%

\*Only includes arterial and collector streets within City limits.

n/a

### METRIC T1.1B:

#### PERCENT OF LANE MILES OF ROADS EXCEEDING A PAVEMENT QUALITY MANAGEMENT (PQM) RATING OF 60

Source: City of Norfolk Department of Public Works

Year	Lane Miles of Road	Lane Miles with PQM >60	Percent of Lane Miles with PQM >60	Percent Change
2010	2,188.0	1241.7	56.8%	n/a
2011	2,188.0	1774.2	81.1%	+42.9%
2012	2,188.5	995.1	45.5%	-43.9%
2013	n/a	n/a	n/a	n/a
2014	n/a	n/a	n/a	n/a

n/a

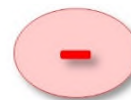
**Outcome T1.2. A comprehensive transit system that promotes efficient transportation options that are environmentally sensitive.**

**METRIC T1.2A:**

**PERCENT CHANGE IN REVENUE HOURS OF SERVICES FOR TRANSIT SYSTEMS  
OPERATING WITHIN NORFOLK (BY FISCAL YEAR)**

Source: Hampton Roads Transit

Year	Service Hours	Percent Change
2010	307,790	n/a
2011	330,824	+7.5%
2012	384,455	+16.2%
2013	369,080	-4.0%
2014	361,877	-2.0%



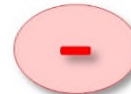
**METRIC T1.2B:**

**PERCENT CHANGE IN LIGHT RAIL RIDERSHIP**

Source: Hampton Roads Transit

Year	Ridership	Percent Change
2011*	561,356	n/a
2012	1,780,788	+217.2%
2013	1,651,024	-7.3%
2014	1,464,028	-11.3%

\*Service began August 19, 2011.



**Outcome T1.3. An expanded pedestrian and bicycle network that promotes improved public health and provides opportunities for alternative forms of transportation.**

**METRIC T1.3A:**

**PERCENT CHANGE IN BICYCLE RACKS AND STORAGE AREAS**

Source: City of Norfolk Department of City Planning

Year	Bicycle Racks and Storage Areas*	Percent Change
2010	124	n/a
2011	126	+1.6%
2012	146	+15.9%
2013	146	0.0%
2014	231	+58.2%

\* Includes publicly- provided facilities only.



**METRIC T1.3B:****PERCENT CHANGE IN MILEAGE OF BICYCLE FACILITIES\***

Source: City of Norfolk Department of City Planning



Year	Mileage of Bicycle Facilities	Percent Change
2011	14.0	n/a
2012	17.4	+24.3%
2013	n/a	n/a
2014	46.5	n/a

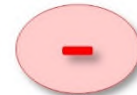
\* Including sharrows, designated bike lanes, and multi-use trails.

**Transportation Goal 2. Support the continued development of transportation linkages connecting Norfolk to the larger region, nation, and world.**

**Outcome T2.1. Improved and increased regional, national, and international connections for both people and goods.**

**METRIC T2.1A:****PERCENT CHANGE IN AIRPORT PASSENGER ENPLANEMENTS**

Source: Federal Aviation Administration



Year	Number of Passengers	Percent Change
2010	1,663,294	n/a
2011	1,606,695	-3.4%
2012	1,651,440	+2.8%
2013	1,560,754	-5.5%

**METRIC T2.1B:****PERCENT CHANGE IN RAIL AND PORT CARGO VOLUMES**

Source: Virginia Port Authority



Year	Container Units*	Percent Change	Port Cargo Volume (in TEUs)	Percent Change	Coal Loadings (in millions of short tons)	Percent Change
2010	1,080,736	n/a	1,895,018	n/a	38.1	n/a
2011	1,102,051	+2.0%	1,918,029	+1.2%	47.1	+23.5%
2012	1,209,822	+9.8%	2,105,887	+9.8%	50.0	+6.3%
2013	1,274,911	+5.4%	2,223,532	+5.6%	51.1	+2.2%
2014	1,373,138	+7.7%	2,393,038	+7.6%		

\*Containers could be of varying sizes.

**METRIC T2.1C:****PERCENT CHANGE IN INTERCITY PASSENGER RAIL VOLUMES (BY FISCAL YEAR)**

Source: Amtrak; Virginia Department of Rail and Public Transportation



Year	Rail Passengers	Percent Change
2014	152,135	n/a

**METRIC T2.1D:****PERCENT CHANGE IN COMMUTING TIMES**

Source: American Community Survey



Year	City Mean Commuting Time (in minutes)	Percent Change	Regional Mean Commuting Time (in minutes)	Percent Change
2010	21.0	n/a	23.7	n/a
2011	21.9	+4.3%	23.3	-1.7%
2012	22.7	+3.7%	24.0	+3.0%
2013	21.0	-7.5%	24.0	0.0%

## CHAPTER 5: ENHANCING ECONOMIC VITALITY

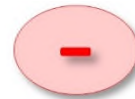
**Economic Vitality Goal 1. Enhance economic health and increase employment opportunities through business retention and expansion and business attraction.**

**Outcome EV1.1. An enhanced environment and resources to support business expansion and investment.**

### **METRIC EV1.1A:**

#### **PERCENT CHANGE IN THE VALUE OF BUILDING PERMITS FOR COMMERCIAL INVESTMENT (BY FISCAL YEAR)**

Source: City of Norfolk Department of Development



Year	Value of Building Permits*	Percent Change
2010	\$104,922,301	n/a
2011	\$40,072,916	-61.8%
2012	\$116,401,428	+190.5%
2013	\$105,634,844	-9.2%
2014	\$37,574,755	-64.4%

\*Value reflects cost of building permits.

**METRIC EV1.1B:****PERCENT CHANGE IN AVERAGE AMOUNT OF TIME REQUIRED FOR DEVELOPMENT****APPROVALS**

Source: City of Norfolk Department of City Planning



Process	Number of Days 2012	Number of Days 2014	Percent Change
Change of Zoning	105	84	-20.0%
Special Exception	71	64	-9.9%
Development Certificate	50	28	-44.0%
Adult Use Special Exception	81	64	-21.0%
Certificate of Appropriateness	20	17	-15.0%
Subdivision (not going to site plan)	30	15	-50.0%
Site Plan	40	40	0.0%
Residential Building Permit – New Construction	5	5	0.0%
Non-Residential Building Permit – New Construction	12	12	0.0%

**Outcome EV1. 2. Expanded economic activity that capitalizes on Norfolk's locational advantages and economic assets.**

**METRIC EV1.2A:****PERCENT GROWTH IN JOBS IN NORFOLK IN COMPARISON TO REGION, STATE, AND NATION**

Source: United States Bureau of Economic Analysis



Year	Norfolk as a Percent of Hampton Roads Employment	Norfolk as a Percent of Virginia Employment	Norfolk as a Percent of United States Employment
2010	21.1%	4.4%	0.12%
2011	21.0%	4.3%	0.12%
2012	20.6%	4.2%	0.11%
2013	20.4%	4.2%	0.11%

**METRIC EV1.2B:****PERCENT CHANGE IN THE NUMBER OF BUSINESS LICENSES ISSUED (BY FISCAL YEAR)**

Source: City of Norfolk Commissioner of the Revenue



Year	Number of Business Licenses	Percent Change
2010	14,155	n/a
2011	13,760	-2.8%
2012	13,189	-4.1%
2013	13,247	+0.4%
2014*	13,537	+2.2%

\*Preliminary

**METRIC EV1.2C:****PERCENT CHANGE IN MEDIAN HOUSEHOLD INCOME**

Source: American Community Survey



Year	Median Household Income	Percent Change
2010	\$41,613	n/a
2011	\$43,108	+3.6%
2012	\$42,644	-1.1%
2013	\$44,030	+3.3%

**METRIC EV1.2D:****PERCENT CHANGE IN THE TONNAGE/TEUs OF MATERIAL THROUGH THE PORT**

Source: Port of Virginia



Year	Container Units*	Percent Change	Port Cargo Volume (in TEUs)	Percent Change	Coal Loadings (in millions of short tons)	Percent Change
2010	1,080,736	n/a	1,895,018	n/a	38.1	n/a
2011	1,102,051	+2.0%	1,918,029	+1.2%	47.1	+23.5%
2012	1,209,822	+9.8%	2,105,887	+9.8%	50.0	+6.3%
2013	1,274,911	+5.4%	2,223,532	+5.6%	51.1	+2.2%
2014	1,373,138	+7.7%	2,393,038	+7.6%		

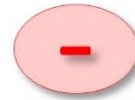
\*Containers could be of varying sizes.

**Outcome EV1.3. Lifelong learning opportunities that are responsive to changing economic needs.**

**METRIC EV1.3A:**

**REDUCTION IN THE NUMBER OF PEOPLE WHO LIVE IN POVERTY**

Source: American Community Survey



Year	Individuals Living in Poverty	Percent Change	Percent of Total Individuals
2010	37,759	n/a	16.4%
2011	41,345	+9.5%	18.8%
2012	46,820	+13.2%	21.2%
2013	49,066	+4.8%	22.4%

**METRIC EV1.3B:**

**CHANGE IN HIGH SCHOOL GRADUATION RATE\***

Source: Virginia Department of Education, Virginia Cohort Reports



Year	Enrollment During Freshman Year	Number of Graduates	Graduation Rate
2010	2,245	1,665	74.2%
2011	2,330	1,716	73.6%
2012	2,202	1,695	77.0%
2013	2,062	1,607	77.9%
2014	2,202	1,624	73.8%

\* - Statistics reflect Virginia on-time graduation rate defined as graduating within 4 years of first enrolling in high school

## CHAPTER 6: PROMOTING ENVIRONMENTAL SUSTAINABILITY

**Environmental Sustainability Goal 1. Ensure high quality natural resources.**

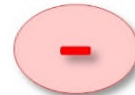
**Outcome ES1.1. Enhanced water quality in the City's waterways and reservoirs, including the Chesapeake Bay and its tributaries.**

### **METRIC ES1.1A:**

**CHANGE IN THE NUMBER OF DAYS NORFOLK BEACHES ARE POSTED FOR HEALTH WARNINGS OR CLOSED**

Source: Virginia Department of Health

Year	Days Under Advisory	Percent Change
2010	9	n/a
2011	14	+55.6%
2012	6	-57.1%
2013	6	0.0%
2014	27	+350.0%

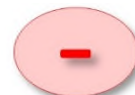


### **METRIC ES1.1B:**

**CHANGE IN THE EXTENT OF OPEN OYSTER HARVEST CONDITIONS FOR ALL PRACTICAL REACHES OF THE CITY'S RIVERS**

Source: Virginia Department of Health

Year	Shoreline Removed from Condemned List (in feet)	Percent Change
2012	0	n/a
2014	0	0.0%



**METRIC ES1.1C:****CHANGE IN THE LAND AREA OF WETLAND AND SHORELINE RESTORATION PROJECTS**

Source: City of Norfolk Department of City Planning



Year	Area of Wetland Restoration (in square feet)	Area of Wetland Creation (in square feet)	Total Area (in square feet)	Percent Change
2010	0	0	0	n/a
2011	41,178	32,463	73,641	n/a
2012	7,852	460	8,312	-88.7%
2013	252,822	3,381	256,203	+2982.3%
2014	13,853	3,531	17,384	-93.2%

**Outcome ES1.2. Clean, healthy air that supports plant, animal, aquatic, and human life.**

**METRIC ES1.2A:****CHANGE IN THE NUMBER OF DAYS IN WHICH AIR QUALITY MEASURES EXCEED****MINIMUM STANDARDS**

Source: Hampton Roads Transportation Planning Organization



Year	Number of Days	Percent Change
2010	6	n/a
2011	7	+16.7%
2012	3	-57.1%
2013	0	-100.0%

**Outcome ES1.3. An ecosystem that supports a diversity of plant and animal life.**

**METRIC ES1.3A:****PERCENT CHANGE IN TREE CANOPY COVERAGE**

Source: City of Norfolk Department of Recreation, Parks, and Open Space



Year	Tree Canopy Coverage (in acres)	Percent Coverage	Percent Change
2008	9,980.2	33.0%	n/a

**METRIC ES1.3B:****CHANGE IN AREAL EXTENT OF DUNES PLANTED**

Source: City of Norfolk Department of City Planning



Year	Area of Dune Grasses Planted (in square yards)	Percent Change
2012	30,281	n/a
2013	54,299	+79.3%
2014	25,894	-52.3%

**Environmental Sustainability Goal 2. Prepare for the consequences of natural hazards.**

**Outcome ES2.1. Reduced risk and increased resilience to gradual and catastrophic natural events.**

**METRIC ES2.1A:**
**PERCENT OF PROPERTIES IN FLOOD ZONES THAT DO NOT RECEIVE A VARIANCE TO  
WAIVE REQUIREMENTS RELATED TO FLOOD PROTECTION**

Source: City of Norfolk Department of City Planning



Year	Residential Building Permits in Flood Zones	Number of Permits Without Variance	Percent
2011	34	33	97.1%
2012	52	52	100.0%
2013	19	19	100.0%
2014	81	81	100.0%

\*new construction only

**METRIC ES2.1B:****AREA OF WETLAND RESTORATION PROJECTS**

Source: City of Norfolk Department of City Planning



Year	Area of Wetland Restoration (in square feet)	Area of Wetland Creation (in square feet)	Total Area (in square feet)	Percent Change
2010	0	0	0	n/a
2011	41,178	32,463	73,641	n/a
2012	7,852	460	8,312	-88.7%
2013	252,822	3,381	256,203	+2982.3%
2014	13,853	3,531	17,384	-93.2%

**METRIC ES2.1C:****CHANGE IN FEMA COMMUNITY RATING SYSTEM EVALUATION**

Source: City of Norfolk Department of City Planning



Year	CRS Score*	Change
2012	9	0
2013	9	0
2014	9	0

\*The lower the score the better.

## Environmental Sustainability Goal 3. Incorporate sustainability into daily living.

**Outcome ES3.1. Reduced energy consumption due to the application of energy efficient design features and technologies.**

**METRIC ES3.1A:****PERCENT CHANGE IN ENERGY USE PER SQUARE FOOT OF CITY FACILITIES**

Source: City of Norfolk Department of Public Works



Year	Energy Use Per Square Foot	Percent Change
2010	122.7 kbtu	n/a
2014	116.5 kbtu	-5.1%

**METRIC ES3.1B:****PERCENT CHANGE IN THE NUMBER OF LEED OR ENERGY STAR BUILDINGS**

Source: United States Green Building Council; Energy Star



Year	Total Number of LEED Certified Buildings	Percent Change	Total Number of Energy Star Certified Buildings	Percent Change
2010	11	n/a	7	n/a
2011	17	+54.5%	6	-14.3%
2012	20	+17.6%	7	+16.7%
2013	24	+20.0%	6	-14.3%
2014	28	+16.7%	7	+16.7%

**Outcome ES3.2. Residents who take responsibility for reducing their impact on the environment and take steps towards improving it.**

**METRIC ES3.2A:****PERCENT CHANGE IN TOTAL SOLID WASTE GENERATED, COMPOSTED, AND RECYCLED (BY FISCAL YEAR)**

Source: City of Norfolk Department of Public Works



Year	Waste Generated (tons)	Percent Change	Yard Waste (tons)	Percent Change	Curbside Recycling (tons)	Percent Change
2010	100,480	n/a	11,414	n/a	11,295	n/a
2011	84,162	-16.2%	9,134	-20.0%	9,853	-12.8%
2012	89,192	+6.0%	12,726	+39.3%	10,352	+5.1%
2013	83,298	-6.6%	9,369	-26.4%	11,030	+6.5%

**METRIC ES3.2B:****CHANGE IN LAND AREA DEDICATED TO COMMUNITY GARDENS**

Source: City of Norfolk Department of Public Works



Year	Total Area of Community Gardens (in square feet)	Percent Change
2012	139,695	n/a
2013	141,700	+1.4%
2014	142,300	+0.4%

## CHAPTER 7: ENSURING HOUSING CHOICES FOR ALL

### Housing Choices Goal 1. Ensure housing of high quality and sustainability.

**Outcome HC1.1.** Conservation of existing housing, through restoration and rehabilitation, as a physical asset that contributes to the value and marketability of the City.

#### METRIC HC1.1A:

##### PERCENT OF HOUSES SHOWING IMPROVED CONDITIONS

##### (IN CONSERVATION AREAS AND SPECIAL SERVICE DISTRICTS)\*

Source: City of Norfolk Department of Development and American Community Survey



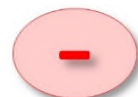
Year	Total Number of Residential Building Permits in Conservation Areas and Special Service Districts	Total Housing Units in Conservation Areas and Special Service Districts*	Percent of Homes With Investment
2012	396	36,247	1.1%
2013	300	36,247	0.8%
2014	455	36,247	1.3%

\*Using 2010 ACS block data

#### METRIC HC1.1B:

##### PERCENT CHANGE IN ASSESSED VALUES IN CONSERVATION AREAS AND SPECIAL SERVICE DISTRICTS COMPARED TO THE REMAINDER OF THE CITY (BY FISCAL YEAR)

Source: City of Norfolk Real Estate Assessor



Year	Total Assessed Value – Citywide	Total Assessed Value – Conservation Areas/Special Service Districts	Percent of Citywide Value	Percent Change
2012	\$21,566,330,400	\$7,855,787,800	36.4%	n/a
2013	\$21,636,252,700	\$7,873,367,000	36.4%	-0.1%
2014	\$22,690,832,600	\$7,936,773,100	35.0%	-3.9%

## Outcome HC1.2. Increased usage of sustainable technology, design, and materials.

### METRIC HC1.2A:

#### PERCENT OF BUILDING PERMITS ISSUED FOR PROJECTS EMPLOYING "GREEN" BUILDING TECHNIQUES

Source: City of Norfolk Department of City Planning



Data to be collected by Planning staff.

## Outcome HC1.3. Reduced threats of property loss due to flooding.

### METRIC HC1.3A

#### PERCENT OF PROPERTIES IN FLOOD ZONES THAT DO NOT RECEIVE A VARIANCE TO WAIVE REQUIREMENTS RELATED TO FLOOD PROTECTION

Source: City of Norfolk Department of City Planning



Year	Residential Building Permits in Flood Zones	Number of Permits Without Variance	Percent
2011	34	33	97.1%
2012	52	52	100.0%
2013	19	19	100.0%
2014	81	81	100.0%

\*new construction only

### METRIC HC1.3B:

#### PERCENT OF HOMES SUBJECT TO REPETITIVE LOSS DUE TO FLOODING THAT ARE RAISED OR ACQUIRED

Source: Norfolk Department of Emergency Preparedness and Response



Year	Properties Eligible for Assistance*	Homes Assisted in Raising	Percent of Eligible Properties Assisted
2012	9,048	8	0.09%
2013	9,024	1	0.01%
2014	8,996	5	0.06%

\* - Includes all properties located within an AE or VE flood zone.

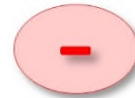
## Housing Choices Goal 2. Provide a range of housing choices that are accessible both in terms of geography and affordability.

### Outcome HC2.1. An increased rate of home ownership.

#### METRIC HC2.1A:

##### PERCENT OF OCCUPIED RESIDENTIAL UNITS THAT ARE OWNER-OCCUPIED

Source: American Community Survey



Year	Total Occupied Housing Units	Owner-Occupied Units	Percent of Occupied Units that are Owner-Occupied
2010	83,828	37,985	45.3%
2011	86,480	39,969	46.2%
2012	86,347	36,584	42.4%
2013	85,484	35,580	41.6%

### Outcome HC2.2. A variety of housing types that are affordable and responsive to the needs of owners and renters.

#### METRIC HC2.2A:

##### PERCENT OF HOUSEHOLDS PAYING LESS THAN 30% OF THEIR INCOME ON SHELTER

Source: American Community Survey



Year	Total Occupied Housing Units*	Households Paying Less than 30% of Income on Shelter	Percent of Households Paying Less than 30% of Income on Shelter
2010	81,729	41,111	50.3%
2011	83,993	42,222	50.3%
2012	83,335	44,021	52.8%
2013	83,196	43,212	51.9%

\* - Where income can be computed.

### Outcome HC2.3. Elimination of discriminatory housing practices.

#### METRIC HC2.3A:

##### NUMBER OF COMPLAINTS OF DISCRIMINATORY HOUSING PRACTICES RECEIVED

Source: Virginia Department of Professional and Occupational Regulation – Virginia Fair Housing Office



Year	Number of Complaints	Percent Change
2010	12	n/a
2011	9	-25.0%
2012	3	-66.7%
2013	2	-33.3%
2014	6	+200.0%

### Housing Choices Goal 3. Ensure that the housing needs of the special needs populations are met.

#### Outcome HC3.1. An adequate supply of housing to meet the needs of special needs populations.

#### METRIC HC3.1A:

##### Change in Percent of Special Needs Population with Housing Problems\*

Source: Department of Housing and Urban Development, CHAS



Year	Household member has a hearing or vision impairment		Household member has an ambulatory limitation		Household member has a cognitive limitation		Household member has a self-care or independent living limitation	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
2010	3,405	44.0%	5,980	52.2%	3,900	54.3%	3,970	47.6%

\*Housing problem defined as 1) housing unit lacks complete kitchen facilities; 2) housing unit lacks complete plumbing facilities; 3) household is overcrowded; and 4) household is cost burdened.

## CHAPTER 8: SUPPORTING LIFELONG LEARNING

**Lifelong Learning Goal 1. Provide learning opportunities that are responsive to the changing needs of Norfolk's population.**

**Outcome LL1.1. Efficient public schools, appropriately sized to meet the needs of the school-aged population.**

### METRIC LL 1.1A:

**CHANGE IN THE PERCENT OF PUBLIC SCHOOLS WITH A UTILIZATION RATE BETWEEN 80% AND 120%**

Source: Virginia Department of Education; Norfolk Public Schools



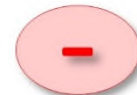
Academic Year	Elementary Schools Between 80% and 120% of Functional Capacity			Middle Schools Between 80% and 120% of Functional Capacity			High Schools Between 80% and 120% of Functional Capacity		
	Total Number	Percent	Percent Change	Total Number	Percent	Percent Change	Total Number	Percent	Percent Change
2010-2011	23	65.7%	n/a	5	62.5%	n/a	5	100.0%	n/a
2011-2012	23	69.7%	+6.1%	5	71.4%	+14.3%	5	100.0%	0.0%
2012-2013	27	81.8%	+17.4%	5	71.4%	0.0%	5	100.0%	0.0%
2013-2014	28	84.9%	+3.7%	5	71.4%	0.0%	5	100.0%	0.0%
2014-2015	24	72.7%	-14.3%	5	83.3%	+16.7%	5	100.0%	0.0%

**Outcome LL1.2. Children who are prepared for success in school.**

### METRIC LL1.2A:

**CHANGE IN READING LEVEL OF THIRD GRADE STUDENTS**

Source: Virginia Department of Education, School Report Cards



Academic Year	Norfolk Grade 3 SOL Reading Pass Rate	Percent Change	Virginia Grade 3 SOL Reading Pass Rate	Percent Change
2010-2011	76%	n/a	n/a	n/a
2011-2012	78%	+2.63%	86%	n/a
2012-2013	63%	-19.2%	72%	-16.3%
2013-2014	56%	-11.1%	69%	-4.2%

**METRIC LL1.2B:****PERCENT OF CHILDREN READY FOR KINDERGARTEN**

Source: Virginia Department of Education

n/a

Data to be collected by Virginia Department of Education. Norfolk not in initial round of testing.

**Outcome LL1.3. A well-trained, qualified workforce.****METRIC LL1.3A:****REDUCTION IN THE NUMBER OF PEOPLE WHO LIVE IN POVERTY**

Source: American Community Survey

Year	Individuals Living in Poverty	Percent Change	Percent of Total Individuals
2010	37,759	n/a	16.4%
2011	41,345	+9.5%	18.8%
2012	46,820	+13.2%	21.2%
2013	49,066	+4.8%	22.4%

**METRIC LL1.3B:****CHANGE IN HIGH SCHOOL GRADUATION RATE\***

Source: Virginia Department of Education, Virginia Cohort Reports

Year	Enrollment During Freshman Year	Number of Graduates	Graduation Rate
2010	2,245	1,665	74.2%
2011	2,330	1,716	73.6%
2012	2,202	1,695	77.0%
2013	2,062	1,607	77.9%
2014	2,202	1,624	73.8%

\* - Statistics reflect Virginia on-time graduation rate defined as graduating within 4 years of first enrolling in high school

**Outcome LL1.4. Partnerships and community resources that provide opportunities for training and continuing education.**

**METRIC LL1.4A:**

**Percent Change in Participation in Lifelong Learning Opportunities  
(By Fiscal Year)**

Source: Norfolk Public Library



Year	Attendance at Library Programming		
	Number of Programs	Number of Attendees	Percent Change in Attendees
2010	2,990	50,114	n/a
2011	2,734	54,385	+8.5%
2012	2,688	56,196	+3.3%
2013	3,102	63,550	+13.1%
2014	2,894	66,262	+4.3%

## CHAPTER 9: DELIVERING QUALITY COMMUNITY SERVICES

**Community Services Goal 1. Ensure the availability of community facilities and services to meet the needs of the public.**

**Outcome CS1.1. Safe, adaptable, and well maintained city facilities.**

### **METRIC CS1.1A:**

**CHANGE IN THE NUMBER OF DAYS CITY FACILITIES ARE OFFLINE DUE TO LACK OF MAINTENANCE**

Source: City of Norfolk Department of General Services



Year	Number of Days Offline Per Year	Percent Change
2010	0	n/a
2011	0	0.0%
2012	0	0.0%
2013	0	0.0%
2014	0	0.0%

**Outcome CS1.2. Improved access to services through enhanced technology.**

### **METRIC CS1.2A:**

**PERCENT OF COMPLETE, NON-ADMINISTRATIVE LAND USE APPLICATIONS POSTED ONLINE WITHIN 72 HOURS OF RECEIPT**

Source: City of Norfolk Department of City Planning



Data to be collected by Planning staff.

### **METRIC CS1.2B:**

**PERCENT OF LAND USE APPLICATIONS RECEIVED ONLINE**

Source: City of Norfolk Department of City Planning



Year	Applications Received Online*	Percent Change
2012	0	n/a
2013	0	n/a
2014	0	n/a

\*Program has yet to be implemented.

**METRIC CS1.2C:****PERCENT OF BUILDING PERMITS PROCESSED ONLINE**

Source: City of Norfolk Department of City Planning

n/a

Year	Permits Processed Online*	Percent Change
2012	0	n/a
2013	0	n/a
2014	0	n/a

\*Program has yet to be implemented.

**Community Services Goal 2. Provide a safe environment for residents, workers, and visitors.****Outcome CS2.1. Police protection and service that are responsive to the needs of the City's residents, visitors, and businesses.****METRIC CS2.1A:****PERCENT CHANGE IN THE AVERAGE RESPONSE TIME TO PRIORITY 1 CALLS**

Source: City of Norfolk Emergency Operations Center

-

Year	Average Response Time	Percent Change
2011	3:48	n/a
2012	4:04	+7.0%
2013	4:40	+14.8%
2014	6:01	+28.9%

**METRIC CS2.1B:****PERCENT CHANGE IN THE PROPERTY AND VIOLENT CRIME RATES**

Source: FBI Uniform Crime Reports; Weldon Cooper Center for Public Service

+

Year	Violent Crimes per 1000 Residents	Percent Change	Property Crimes per 1000 Residents	Percent Change
2010	6.17	n/a	56.21	n/a
2011	5.80	-6.1%	49.89	-11.2%
2012	5.43	-6.3%	46.44	-6.9%
2013	5.73	+5.6%	43.72	-5.9%

**Outcome CS2.2. Fire and rescue services that protect life, property, and the environment.**

**METRIC CS2.2A:**

**PERCENT CHANGE IN THE AVERAGE RESPONSE TIME TO FIRE AND EMERGENCY**

**MEDICAL CALLS**

Source: Norfolk Emergency Operations Center



Year	Response Time to Fire Calls	Percent Change	Response Time to Emergency Medical Calls	Percent Change
2010	4:17	n/a	4:41	n/a
2011	4:14	-1.2%	4:47	+2.1%
2012	4:47	+13.0%	4:50	+1.0%
2013	4:21	-9.1%	3:59	-17.6%
2014	4:07	-5.4%	4:04	+2.1%

**Outcome CS2.3. Effective response to emergency situations.**

**METRIC CS2.3A:**

**PERCENT OF DECLARED EMERGENCIES FOR WHICH REQUIRED RESPONSES TO FEMA ARE SUBMITTED IN A TIMELY MANNER**

Source: City of Norfolk, Department of City Planning



Year	Declared Emergencies	Responses Submitted within 72 Hours	Percent Submitted within 72 Hours
2010	0	0	n/a
2011	1	1	100.0%
2012	1	1	100.0%
2013	0	0	n/a
2014	0	0	n/a

**Outcome CS2.4. Animal care facilities that provide safe haven for animals in need of care.**

**METRIC CS2.4A:**

**PERCENT CHANGE IN THE TOTAL NUMBER OF VOLUNTEER HOURS AT NORFOLK ANIMAL CARE FACILITIES**

Source: City of Norfolk Animal Care Center



Year	Volunteer Hours	Percent Change
2010	6,175	n/a
2011	10,675	+72.9%
2012	13,325	+24.8%
2013	13,519	+1.5%
2014	13,719	+1.5%

**METRIC CS2.4B:**

**PERCENT CHANGE IN THE NUMBER OF ADOPTABLE ANIMALS EUTHANIZED**

Source: City of Norfolk Animal Care Center



Year	Adoptable Animals	Animals Euthanized	Percent Change	Percent Euthanized
2011	2,170	212	n/a	9.8%
2012	2,576	311	+46.7%	12.1%
2013	2,507	162	-47.9%	6.5%
2014	2,265	160	-1.2%	7.1%

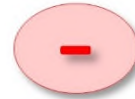
**Community Services Goal 3. Provide quality public utility services that meet the current and future needs of residents and businesses.**

**Outcome CS3.1. Clean, safe drinking water provided at the best possible value to all customers of the Norfolk water system.**

**METRIC CS3.1A:**

**GALLONS OF WATER PRODUCED PER DAY IN THE CITY OF NORFOLK\* (BY FISCAL YEAR)**

Source: City of Norfolk Department of Utilities



Year	Water Produced Per Day (MGD)	Percent Change
2010	62.1	n/a
2011	62.5	0.6%
2012	60.4	-3.4%
2013	59.0	-2.3%
2014	58.0	-1.7%

\*Water produced includes all water, both for Norfolk and other customers.

**METRIC CS3.1B:**

**PERCENT OF WATER PRODUCED MEETING SAFE DRINKING WATER ACT STANDARDS\* (BY FISCAL YEAR)**

Source: City of Norfolk Department of Utilities



Year	Water Produced (MGD)	Water Meeting Standards (MGD)	Percent Meeting Standards
2010	62.1	62.1	100.0%
2011	62.5	62.5	100.0%
2012	60.4	60.4	100.0%
2013	59	59.0	100.0%
2014	58	58.0	100.0%

\*Water produced includes all water, both for Norfolk and other customers.

**Outcome CS3.2. A reliable and efficient system for the collection and management of wastewater from Norfolk homes and businesses.**

**METRIC CS3.2A:**

**Linear Feet of Wastewater Collection System Cleaned (By Fiscal Year)**

Source: Norfolk Department of Utilities



Year	Linear Feet Cleaned*
2012	1,557,326
2013	1,293,191
2014*	1,200,000

\*Estimated

The Department of Utilities has a goal of cleaning 665,000 linear feet (15% of system) per year.

**Outcome CS3.3. A safe, reliable, and efficient system for the collection and management, including recycling, of Norfolk's solid waste.**

**METRIC CS3.3A:**

**PERCENT CHANGE IN THE NUMBER OF COMPLAINTS OF MISSED COLLECTION STOPS REPORTED**

Source: Norfolk Cares Impact Center



Year	Complaints Received*	Percent Change
2012	1,042	n/a
2013	3,549	+240.6%
2014	2,653	-25.2%

\*This data is for trash collections. The report shown above are only from one source. The source is any calls, emails or online requests being submitted to the IMPACT Call Center. Increases could come as a result of promotion completed by the IMPACT center which have increased steadily from 2012-2014

**METRIC CS3.3B:****PERCENT OF TOTAL TONNAGE OF SOLID WASTE RECYCLED ANNUALLY (BY FISCAL YEAR)**

Source: Southeastern Public Service Authority (Recycling Division); Waste Industries; McGill Environmental System; City of Norfolk Department of Public Works



Year	Total Waste Collected (Tons)	Total Recycled (Tons)	Percent Recycled
2010	100,480	22,989	22.9%
2011	84,162	19,364	23.0%
2012	89,192	23,646	26.5%
2013	83,298	29,067	34.9%

**METRIC CS3.3C:****PARTICIPATION RATE IN THE CURBSIDE RECYCLING PROGRAM (BY FISCAL YEAR)**

Source: Southeastern Public Service Authority (Recycling Division); City of Norfolk Department of Public Works

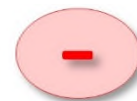


Year	Participation Rate
2010	53%
2011	49%
2012	46%
2013	58%

**Outcome CS3.4. A stormwater management system that reduces the quantity and improves the quality of stormwater runoff.**

**METRIC CS3.4A:****CHANGE IN THE WATER QUALITY OF RECEIVING WATERS**

Source: City of Norfolk Department of City Planning; Elizabeth River Project



Year	Area Marked as Degraded (million square feet)	Percent Change	Area Marked as Severely Degraded (million square feet)	Percent Change
2008	174	n/a	45	n/a
2014	174	0.0%	45	0.0%

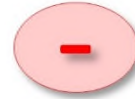
\*Degraded changed to "C" and severely degraded changed to "D" and "F" in 2014 report card.

**METRIC CS3.4B:****PERCENT OF STREET SWEEPINGS THAT TAKE PLACE ON THE SCHEDULED DAY**

Source: Norfolk Cares Impact Center

Year	Complaints Received*	Percent Change
2012	42	n/a
2013	76	+81.0%
2014	110	+44.7%

\*The report shown above for street sweeping complaints are only from one source. The source is any calls, e-mails or online requests being submitted to the IMPACT Call Center. Increases could come as a result of promotion completed by the IMPACT center which have increased steadily from 2012-2014

**METRIC CS3.4C:****FEET OF DRAINAGE DITCHES CLEARED OF DEBRIS (BY FISCAL YEAR)**

Source: City of Norfolk Department of Public Works

Year	Linear Feet of Ditches Cleared
2010	119,011
2011	115,934
2012	126,992
2013	198,296

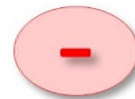
Target of 120,000 linear feet.

**METRIC CS3.4D:****NUMBER OF DRAIN STRUCTURES CLEARED OF DEBRIS (BY FISCAL YEAR)**

Source: City of Norfolk Department of Public Works

Year	Structures Cleared*	Percent Change
2010	4,525	n/a
2011	3,757	-17.0%
2012	4,891	+30.2%
2013	5,196	+6.2%

- Target is 7,500 annually.



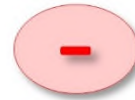
**Community Services Goal 4. Maintain the City's cemeteries as places of honor and respect.**

**Outcome CS4.1. Well-maintained cemeteries.**

**METRIC CS4.1A:**

**PERCENT CHANGE IN THE NUMBER OF COMPLAINTS\* ABOUT MAINTENANCE  
OF CITY-OWNED CEMETERIES**

Source: City of Norfolk Department of Recreation, Parks and Open Space



Year	Number of Requests*	Percent Change
2010	261	n/a
2011	187	-28.4%
2012	245	+31.0%
2013	428	+74.7%
2014	447	4.4%

\*Request for service

## CHAPTER 10: ENJOYING DAILY LIFE

**Daily Life Goal 1. Provide Norfolk residents with a rich variety of parks and recreational opportunities.**

**Outcome DL1.1. A variety of recreational programs and facilities at convenient locations.**

### METRIC DL1.1A:

#### PERCENT OF HOUSEHOLDS WITHIN PREFERRED DISTANCES OF RECREATION FACILITIES

Source: City of Norfolk Department of City Planning; Department of Recreation, Parks, and Open Space

n/a

Facility Type	Preferred Distance	Percent of Total Households Within Preferred Distance - 2012
Neighborhood Parks	½ Mile	91.6%
Gymnasiums	1 Mile	69.0%
Bicycle Paths	2 Miles	40.1%
Water Access	2 Miles	86.4%
Recreation Centers	2 Miles	99.6%
Baseball Fields	2 Miles	99.0%
Soccer/Football Fields	2 Miles	99.1%
Indoor Swimming Pools	4 Miles	99.3%

\*Data will be collected every five years.

### METRIC DL1.1B:

#### ACRES OF RECREATIONAL LAND PER 1,000 RESIDENTS

Source: City of Norfolk Department of City Planning; Department of Recreation, Parks, and Open Space

n/a

Year	Population	Recreational Land (Acres)	Recreational Land per 1,000 Residents (Acres)
2010	242,803	2,196	9.04

\*Data will be collected every five years.

**Daily Life Goal 2. Provide the residents of Norfolk and the region with a variety of cultural opportunities.**

**Outcome DL2.1. Libraries that provide access to information for all residents, and support lifelong learning, cultural enrichment, and intellectual stimulation.**

**METRIC DL2.1A:**

**PERCENT OF HOUSEHOLDS WITHIN 2½ MILES OF A LIBRARY**

Source: City of Norfolk Department of City Planning



Year	Total Households	Within 2½ Miles of a Library	Percent Within 2½ Miles of a Library
2012	85,061	84,206	99.0%

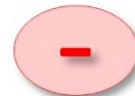
\*Data will be collected every five years.

**Outcome DL2.2. A variety of cultural and entertainment opportunities.**

**METRIC DL2.2A:**

**PERCENT CHANGE IN ADMISSIONS TO CULTURAL AND ENTERTAINMENT FACILITIES  
(BY FISCAL YEAR)**

Source: City of Norfolk Department of Cultural Facilities, Arts, and Entertainment



Year	Attendance per Day of Events	Percent Change
2010	985	n/a
2011	1,007	+2.2%
2012	892	-11.4%
2013	741	-16.9%
2014	580	-21.7%

### Daily Life Goal 3. Foster the development of a more vibrant, dynamic city.

#### Outcome DL3.1. A city that retains and attracts the creative class.

##### METRIC DL3.1A:

##### PERCENT CHANGE IN EMPLOYMENT IN THE FIELDS OF SCIENCE, ENGINEERING, EDUCATION, COMPUTER PROGRAMMING, RESEARCH, THE ARTS, DESIGN, AND MEDIA

Source: United States Bureau of Economic Analysis



Year	Employment in “Creative” Fields	Percent Change
2010	20,924	n/a
2011	20,818	-0.5%
2012	20,564	-1.2%
2013	21,003	+2.1%

## CHAPTER 11: PRESERVING OUR HERITAGE

**Heritage Goal 1. Foster a greater awareness of Norfolk's heritage for residents and visitors.**

**Outcome H1.1. Increased information available to the public about Norfolk's historic resources.**

### METRIC H1.1A:

#### NUMBER OF COMMUNICATION METHODS UTILIZED

Source: City of Norfolk Department of City Planning



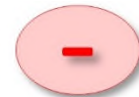
Year	Number of Methods Used	Percent Change
2012	5	n/a
2014	7	+40.0%

**Outcome H1.2. Improved identification of historic landmarks and districts.**

### METRIC H1.2A:

#### PERCENT OF KNOWN HISTORIC RESOURCES DESIGNATED WITH A CITY-PROVIDED MARKER

Source: City of Norfolk Department of City Planning; Virginia Department of Historic Resources



Year	Known Historic Buildings/Sites	Sites Designated with City-Provided Marker	Percent Designated with City-Provided Marker
2012	5,547	17	0.3%
2013	5,547	17	0.3%
2014	5,637	17	0.3%

## Heritage Goal 2. Protect Norfolk's historic resources.

**Outcome H2.1. New and infill development that respects surrounding historic properties and reflects the established architectural pattern.**

### METRIC H2.1A:

#### PERCENT OF DEVELOPABLE VACANT LOTS IN LOCAL AND NATIONAL HISTORIC DISTRICTS SUBSEQUENTLY DEVELOPED WITH APPROPRIATE BUILDINGS

Source: City of Norfolk Department of City Planning; City of Norfolk Department of Development

Year	Local Historic Districts			National Register Historic Districts		
	Permits	Appropriate	Percent Appropriate	Permits	Appropriate	Percent Appropriate
2012	2	2	100%	12	2	16.7%
2013	4	4	100%	15	4	26.7%
2014	2	2	100%	13	3	23.1%

**Outcome H2.2. An increased number of historic resources, including structures, neighborhoods, and cultural resources, that are protected.**

### METRIC H2.2A:

#### PERCENT OF THE CITY'S IDENTIFIED HISTORIC BUILDINGS AND NEIGHBORHOODS WITH SOME LEVEL OF PROTECTION

Source: City of Norfolk Department of City Planning; Virginia Department of Historic Resources

Year	Contributing Structures and Sites*	Protected Structures and Sites	Percent Protected	Identified Historic Neighborhoods	Protected Historic Neighborhoods	Percent Protected
2012	5,547	673	12.1%	13	5	38.5%
2013	5,547	673	12.1%	13	5	38.5%
2014	5,637	673	11.9%	15	5	33.3%

\*Includes structures within and outside of historic districts

**Heritage Goal 3. Improve and streamline the Certificate of Appropriateness process.**

**Outcome H3.1. Expedited review of projects going through the Certificate of Appropriateness process.**

**METRIC H3.1A:**

**PERCENT CHANGE IN THE AVERAGE AMOUNT OF TIME A PROJECT TAKES TO GO THROUGH THE COA PROCESS**

Source: City of Norfolk Department of City Planning



Year	Average Number of Days	Percent Change
2012	20	n/a
2014	17	-15.0%

## CHAPTER 12: FOSTERING RESPONSIBLE REGIONAL COOPERATION

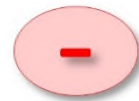
**Regional Cooperation Goal 1. Enhance regional economic competitiveness.**

**Outcome RC1.1. A vibrant and growing metropolitan region with the capacity to compete successfully with similarly-sized regions in the eastern United States.**

### METRIC RC1.1A:

#### PERCENT CHANGE IN EMPLOYMENT COMPARED TO OTHER REGIONS

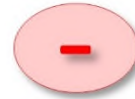
Source: US Bureau of Economic Analysis



Virginia Beach-Norfolk-Newport News, VA-NC Metro Area as a Percent of the Following	2010	2011	2012	2013	2010 to 2014 Change
Virginia Beach-Norfolk-Newport News, VA-NC Metro Area	100.0%	100.0%	100.0%	100.0%	0
Baltimore-Towson, MD Metro Area	60.2%	59.2%	58.4%	58.1%	-0.02
Charlotte-Gastonia-Rock Hill, NC-SC Metro Area	80.0%	76.6%	75.2%	73.9%	-0.06
Greensboro-High Point, NC Metro Area	234.0%	230.3%	229.9%	228.9%	-0.05
Jacksonville, FL Metro Area	126.8%	124.2%	123.5%	122.1%	-0.05
Raleigh-Cary, NC Metro Area	151.7%	146.9%	143.2%	140.5%	-0.11
Richmond, VA Metro Area	135.0%	133.0%	131.4%	130.4%	-0.05
Washington-Arlington-Alexandria, DC-VA-MD-WV Metro Area	25.7%	25.2%	25.0%	25.0%	-0.01
Winston-Salem, NC Metro Area	298.0%	295.5%	293.8%	292.5%	-0.05

**METRIC RC1.1B:****CHANGE IN HAMPTON ROADS AVERAGE HOUSEHOLD INCOME COMPARED TO OTHER REGIONS**

Source: American Community Survey



Virginia Beach-Norfolk-Newport News, VA-NC Metro Area as a Percent of the Following	2010 Median Household Income	2011 Median Household Income	2012 Median Household Income	2013 Median Household Income	2010 to 2014 Change
Virginia Beach-Norfolk-Newport News, VA-NC Metro Area	100.0%	100.0%	100.0%	100.0%	0.00
Baltimore-Towson, MD Metro Area	88.4%	87.6%	83.6%	82.0%	-0.06
Charlotte-Gastonia-Concord, NC-SC Metro Area	113.6%	113.2%	106.7%	109.6%	-0.04
Greensboro-High Point, NC Metro Area	139.4%	138.5%	134.1%	128.2%	-0.11
Jacksonville, FL Metro Area	113.9%	114.4%	116.4%	109.1%	-0.05
Raleigh-Cary, NC Metro Area	99.1%	96.9%	92.8%	91.0%	-0.08
Richmond, VA Metro Area	103.6%	104.7%	98.6%	98.0%	-0.06
Washington-Arlington-Alexandria, DC-VA-MD-WV Metro Area	67.8%	66.2%	63.5%	62.3%	-0.06
Winston-Salem, NC Metro Area	134.4%	135.3%	132.5%	131.9%	-0.02

**Regional Cooperation Goal 2. Ensure efficient regional service delivery.****Outcome RC2.1. Efficient coordination of regional services.**

No metrics.

**Regional Cooperation Goal 3. Support a regional approach to emerging issues that cross jurisdictional boundaries.**

**Outcome RC3.1. More effective regional approaches to emerging issues of concern.**

**METRIC RC3.1A:**

**PERCENT CHANGE IN REGIONAL AIR QUALITY**

Source: Hampton Roads Transportation Planning Organization



Year	Number of Days in which Air Quality Measures Exceed Minimum Standards	Percent Change
2010	6	n/a
2011	7	+16.7%
2012	3	-57.1%

**METRIC RC3.1B:**

**PERCENT CHANGE IN LINEAR FEET OF UNBUFFERED LOWER INTENSITY RESIDENTIAL LAND AND MORE INTENSIVE LAND USES ALONG NORFOLK'S BORDERS**

Source: Hampton Roads Planning District Commission



Year	Linear Feet of Unbuffered Boundaries Between Low Density Residential and Industrial Land Uses	Percent Change
2014	0	n/a

## CHAPTER 13: IMPLEMENTING PLANORFOLK2030

**Implementation Goal 1. Ensure that *plaNorfolk2030* remains a valuable tool for decision-making.**

**Outcome IP1.1. *plaNorfolk2030* is used to guide decision making about physical development and public infrastructure.**

### METRIC IP1.1A:

#### PERCENT OF APPROVED LAND USE CHANGES, CIP PROJECTS, NRHA FUNDING REQUESTS, AND CDBG APPLICATIONS THAT ARE CONSISTENT WITH PLANORFOLK2030

Source: City of Norfolk Department of City Planning

Year	Land Use Changes (Rezoning)	Percent Consistent	CIP Projects	Percent Consistent	NRHA Funding Requests*	Percent Consistent
2013	21	100%	52	100%	1	100%
2014	32	97%	60	1	1	100%

\*NRHA funding request reviewed as a part of Environmental Review Record Certification

Fiscal year for CIP and NRHA



**Outcome IP1.2. Effective tools that support the implementation of *plaNorfolk2030*.**

### METRIC IP1.2A:

#### PERCENT OF BIANNUAL IMPLEMENTATION STATUS REPORTS ON TIME

Source: City of Norfolk Department of City Planning

Year	Number of Reviews	Number on Time	Percent on Time
2014	1	1	100%



### METRIC IP1.2B:

#### PERCENT OF REVIEWS OF PLANORFOLK2030 CONDUCTED WITHIN FIVE YEARS OF ADOPTION OR THE PREPARATION OF A REVIEW

Source: City of Norfolk Department of City Planning

First review in 2017.



**Outcome IP1.3. *plaNorfolk2030* is amended whenever conditions warrant.**

**METRIC IP1.3A:**

**NUMBER AND TYPE OF AMENDMENTS APPROVED**

Source: City of Norfolk Department of City Planning



Year	Map Amendments	Text Amendments	Total Amendments
2013	2	0	2
2014	18	4	22